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Nota di contenuto	Digital transformation -- Assessment the Company's Readiness for Digital Transformation: Clarifying the Issue -- The Impact of Management by Objectives (MBO) on Organizational Outcome in a Digital World: A Case Study in the Aviation Industry -- The Effect of Digital Transformation on Innovation and Entrepreneurship in The Tourism Sector: The Case of Lebanese Tourism Services Providers -- E-Finance -- Testing the Significance of Artificial Intelligence Investment in Determining Stock Prices -- The Interest Rate Behaviour of Bitcoin as a Digital Asset -- Limitations of Digitizing Trade Finance Services in Yemeni Banking Sector -- Social media communication -- Social Networks and Societal Strategic Orientation in the Hotel Sector:

Netnographic Study -- Luxury and mass media: how can brands manage the paradox between luxury inaccessibility and social media communication tools? -- The Return On Investment of Professional Social Networks -- Intelligent systems -- A Trusted Group-based Revocation Process for Intelligent Transportation System -- On the Verification of Data Encryption Requirements in Internet of Things Using Event-B -- CaRT: framework for Semantic Query Correction and Relaxation -- E-commerce and Business Analytics -- E-commerce and Business Analytics: A Literature Review -- Overview of E-commerce Technologies, Data Analysis Capabilities and Marketing Knowledge -- E-commerce and Commodity Fetishism Violence in New Media Marketing -- E-Learning and Cloud Education -- Toward Information Overload: Measuring Visual Activity in Teaching Materials Production -- A Reflection on E-learning Effectiveness in Tunisia -- Deeper Learning versus Surface Learning: The SAMR Model to Assess E-Learning Pedagogy -- Personal effectiveness, commitment, and organizational trust on e-learning effectiveness -- E-Commerce and Digital Economy -- Transparency in the E-Journals Market: Controlled Preferences and Altered Rational Choices -- Going Viral: Elements That Lead Videos to Become Viral -- A Quantitative Model for Replacement of Medical Equipment Based on Technical and Economic Factors -- Data Science -- A New Spark based K-means Clustering with Data Removing Strategy -- Reinforcement Learning for New Adaptive Gamified LMS -- A Framework for Facial Image Analytics Using Deep Learning in Social Sciences Research -- Digital Marketing -- Motivations and inhibitions behind the adoption and continuous use of IoT wearable devices: exploring and comparing three major frameworks -- Marketing Strategies in the Age of Technology -- Smart packaging: Consumer's perception and diagnostic of traceability information -- Digital Business Model -- Multi-sided Platforms in the Sharing Economy -- a Case Study Analysis for the Development of a Generic Platform -- So you want to be a Platform: Where to Start? -- Digital Business Model Patterns of Big Pharmaceutical Companies - A Cluster Analysis.

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## Sommario/riassunto

This book constitutes the refereed proceedings of the 4th International Conference on Digital Economy, ICDEc 2019, held in Beirut, Lebanon, in April 2019. The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 31 papers presented in this volume were carefully reviewed and selected from 89 submissions. The theme of ICDEc 2019 was "Digital Economy: Emerging Technologies and Business Innovation". The papers were organized in topical sections named: digital transformation; e-finance; social media communication; intelligent systems; e-commerce and business analytics; e-learning and cloud education; e-commerce and digital economy; data science; digital marketing; and digital business model.

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